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STATE DOCUMENTS

# MONTANA

STATE ADVERTISING DEPARTMENT



1961-1962

ACTIVITY REPORT



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ADVERTISING DEPARTMENT  
MONTANA HIGHWAY COMMISSION

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CONSULTANTS

Conna May, Dude Ranchers' Association  
Jim Bourne, Outfitters and Guides  
Bill Browning, Montana Chamber of Commerce  
Ken Keeney, U.S. Forest Service

ADVERTISING DEPARTMENT STAFF

Orvin B. Fjare, Director  
Mrs. Dorris G. Stalker, Assistant Director  
Mrs. Esther Wade Hughey, Secretary I  
Mrs. Lucille Baker, Clerk III



## INTRODUCTION

The first monies for advertising and promoting tourist attractions in Montana were appropriated by the 30th Legislative Assembly in 1947.

In 1961, the 37th Legislative Assembly amended the State Highway Act to provide an increase in the annual expenditure for Dissemination of Public Information from \$85,000 to \$126,500 and retained the following statement of policy as adopted in 1953:

" ...It is hereby declared as a policy of the State that it is necessary and in the interests of the State of Montana that a provision be made for the use of funds, as hereinafter provided, for the dissemination of public information of the highways of the State of Montana and incidental information concerning points of scenic and historic interest, as well as resources and attractions of the State of Montana. That in enacting this legislation, it is not proposed that it should conflict with the Acts of the United States Congress relating to diversion of gasoline tax funds and the legislature declares as its policy that this act does not result in a diversion of funds in contravention of any Congressional enactment. That this legislation is in the interests of the development of the highways of the State of Montana, the acquisition of increased gasoline taxes, through the use of the highways of the State of Montana by persons who would not otherwise utilize the highways of the State of Montana, unless through the dissemination of public information as provided by this act they were informed as to the highways system of the State of Montana, and possessed of incidental information hereinabove set forth."

This biennial report is, as required, prepared to indicate as briefly as possible, how the Advertising Department is promoting and developing travel, Montana's third largest industry.



## NATIONAL ADVERTISING PROGRAM

Approximately forty-one percent of the total Advertising Department budget is spent annually for advertising in magazines and major metropolitan newspapers.

A new series of ads are created each year: however, the advertising theme, "MONTANA ... the Big Sky country" first used in the 1962 ads, will be continued indefinitely.

A total of 50 ads have been placed in the following publications during the years 1961 and 1962: Holiday, National Geographic, Sunset Magazine, Redbook Magazine, Outdoor Life, Sports Afield, Western Outdoors, Saturday Evening Post, Coronet, Travel, AAA Tour Book, Westways, Skiing, Ski Magazine and The Skier.

Montana made its first entry into specialized areas of advertising during this period in the fields of skiing and fall big game hunting. These were done in line with the department's efforts to promote development of a four-season vacationland. Results indicate that these are worthwhile projects to be further expanded.

A change in the program was necessitated when we were no longer able to place four-color advertising in Coronet due to discontinuance of the publication. Considering the high costs of four-color advertising and budget limitations, a new cooperative advertising program was established with the states of Wyoming, Utah and Colorado. Through this joint venture, these four states are now placing full page, four-color advertisements in National Geographic and the Sunday Supplement of the New York Times. By mutual agreement, this program is being continued; however, a change in media may be instituted.

Eighty-seven ads have been placed in the following major metropolitan newspapers during this period: Spokesman Review, Spokane Chronicle, Seattle Times, Regina Leader, Lethbridge Herald, Edmonton Journal, Calgary Herald, Chicago Tribune, Cleveland Plain Dealer, Des Moines Register, Detroit News, Los Angeles Times, Milwaukee Journal, Minneapolis Tribune, New York Times, San Francisco Chronicle, Wall Street Journal and San Francisco Examiner.

This national advertising program produced 59,275 inquiries in 1960, 43,661 in 1961 and 1962 has already topped all previous figures with several weeks remaining. Montana's cost per inquiry continues to remain lower than other Western States.





## 1,750,000 PIECES OF LITERATURE DISTRIBUTED

Increases in the number of inquiries has made it necessary to increase production of literature by this department. The Montana vacation booklet was revised. with several new photographs. and additional editorial material.



The campground folder and ski folders were both up-dated and a new state parks folder was produced in cooperation with the State Parks Division. A wholly new edition of the Montana Historical Markers booklet was published and the department created all-new highway maps in both 1961 and 1962. Montana's first four-color wall poster (27x21) was designed and printed and is being distributed throughout the world.

The total distribution of these pieces during this two-year period numbers over 1,750,000. Postage and freight expense, therefore, become a vital part of the advertising budget.

### PUBLICITY CAMPAIGN

This department has stepped up its publicity program and is now furnishing 350 major newspapers and other publications with semi-weekly releases and photographs during the period from mid-April to September 15 each year. Releases are sent to this same mailing list at appropriate intervals throughout the year. Use of these releases involves an expenditure which would be comparable to well in excess of \$100,000 in paid advertising space, but is accomplished by the department at a minimum expense.

The department also supplies photographs and editorial material to major publications and news media continually throughout the year upon specific request. This service often results in stories, television presentations and photographs of Montana which otherwise would not have been circulated. A similar service is offered to writers and photographers who come to Montana for background material, as in the case of John D. Weaver who was assigned by Holiday Magazine to do a story on Montana. This resulted in publication of a four-page story, "A Fresh Look at Montana" in the September, 1962, issue of Holiday.



## NEW PHOTOGRAPHS

New negatives and color transparencies of Montana attractions are being constantly added to the department files, and during 1961 the department brought a top-notch, free-lance photographer, Joern Gerdtz, into the state for the purpose of supplying several hundred such photographs. These are used on the official Highway Map, on publications produced by the department and are used continually by newspapers, magazines, television and others to further publicity to the State of Montana worth thousands of dollars.

## TRAVEL WRITERS TO MONTANA

The Advertising Department has continued its participation with the Pacific Northwest Travel Association through which eight travel writers toured the state during the past two years. This program affords writers a first-hand look at Montana so that they are better equipped to advise their readers of the vacation opportunities in our state. The following newspapers and magazines were represented by members of the editorial staff or contributors: Pittsburgh Press, Dallas Times Herald, Seattle Times and Family Circle, Denver Post, Fort Worth Press, Oakland Tribune, Toledo Blade and Washington Daily News.

## TRAVEL SHOWS

Montana was represented at travel shows in Chicago, Kansas City, Omaha, Minneapolis, Dallas, Los Angeles, Oakland and Cincinnati in conjunction with the Pacific Northwest Travel Association. Over 1,800,000 people attended these shows.

The Montana Advertising Department further promoted Montana with a special booth at travel shows in Milwaukee, Des Moines, San Francisco, Seattle and Calgary.

Travel shows provide an excellent medium for reaching mass audiences at a minimal outlay of department funds.

## RADIO PUBLICITY

The program of providing daily radio releases to the Montana wire services for use by Montana radio stations has been continued and expanded during the summer months.

These releases are used by Montana radio stations to keep our visitors informed of things to do and see while in our state, thereby encouraging them to stay longer.

## MONTANA PROMOTION ENVELOPE

This department instigated and assisted in the design of a four-color promotion envelope which is now available from printers throughout the state for use by all Montanans. It is presently being used by many departments of state government for their out-of-state mailings to further promote our state.



## MOTION PICTURE DIVISION

Through the cooperation of the 1960 National Governor's Conference Fund Committee, the Advertising Department was able to start production of a new 16mm full-color motion picture for Montana during this period. The film will be released in early 1963.

The department was also one of six co-sponsors for a fishing film of the West's top-rated areas which is now being distributed nationally to television, sportsmen's clubs, civic and service organizations, etc.

Millions of viewers have been exposed to Montana's vacation and recreational opportunities through the department's program of circulating its present film library of 45 copies. Primary outlet is television stations throughout the nation but includes group showings to service and civic clubs, schools, church groups, other organizations, military installations, industrial public service information departments and training classes for personnel in travel departments of national auto clubs and major oil companies.

## STATEWIDE COMMUNITY SERVICE

The extent of the success of the Advertising Department's national program is directly measured in part by the cooperation and assistance of many organizations including local Chambers of Commerce.

Therefore, the department works very closely with these groups. Here, briefly, are some of the more important phases of this program to assist local organizations and individuals to "sell" both the importance of the travel industry to all Montanans and to "sell" Montana to our visitors.

### Visitor Hospitality Clinics or Tourist Schools

These schools are designed to train individuals in the importance of extending a sincere and knowledgeable welcome to our visitors. They are usually sponsored by the local Chambers of Commerce or other service organizations. A manual of basic information and assistance is published by the department to aid the sponsor in conducting the school. Other assistance is also offered, such as securing qualified outside speakers, etc.

In 1961, a "Mystery Man" contest was initiated by the department as an added incentive for communities to hold schools and to aid in increasing attendance. Any community holding a school is eligible to submit names of persons deemed outstanding in the following classifications: Retail, Hotel and Motel, Restaurant and Dining Rooms and Service Stations.

One winner and his family from each of the four categories are guests at a Montana Guest Ranch, compliments of the Montana Outfitters and Guides Association and host ranch. An engraved plaque is awarded to the employer of the winner in each classification.





### Information Services

The Advertising Department acts as a central agency for dissemination of information on local activities, attractions, etc. to both national and international media. Also, all local communities are invited to supply literature for distribution through the Montana booth at travel shows each year.

### Speaking Engagements

Advertising staff members appear at meetings and conventions throughout the state during each year to further promote the travel industry, explain the department's program and assist in providing leadership to further individual efforts pertaining to vacation and recreational development.

### Literature

All literature published by the department is made available within the limits of the budget to Montana businesses and organizations for answering inquiries direct or by mail. Some pieces are supplied in quantity at the department's actual costs.

#### "I'm From Montana -- the Big Sky country" Button

This department served on the Seattle World's Fair "Montana Day Committee" and designed and initiated distribution of the three-inch yellow and blue button, "I'm from Montana -- the Big Sky country" which has since been turned over to the Montana Chamber of Commerce and is in constant use by convention delegates, etc.



## CONCLUSION

This proven program of the Advertising Department is returning substantial dividends to the state, both directly and indirectly. Gasoline taxes totaling approximately \$5 million have been returned by out-of-state visitors during 1961 and 1962, as well as cigarette, liquor, amusement and other taxes. Equally important is the distribution of this "new money" throughout Montana. The tourist dollar finally turns over in a community seven or eight times. It is a financial shot-in-the-arm that improves the economic health of every business in the area. This money is spent in such a way that it must be widely and more or less evenly dispersed. It is not just the hotel and motel owners, the restaurant operators and the gas station people who benefit. Tourist money goes to the farmer, stockman, the professional man and the businessman.

All forecasts indicate the growing need for outdoor recreation and vacation areas. Montana is in an enviable position in this ever-expanding market being blessed with an abundance of God-given assets with which to capitalize on these needs and desires.

Presently, the Travel Industry rates as Montana's No. 3 income producer, contributing nearly \$100 million annually; and, according to authoritative sources in our state, has the greatest immediate potential for growth. Therefore, with proper conservation, development and use of her vacation and recreational opportunities, along with an adequate advertising and promotion program, travel can become the No. 2 contributor to Montana's economy within a few short years.





